



Florida Classic Title Sponsorship

Presented by:





2009 Florida Classic Title Sponsorship Benefits

The HBCU Classic of all Classics... where all game proceeds benefit educational opportunities for deserving students

On November 21, 2009 Florida Citrus Sports (FCS) will produce its annual HBCU match-up, the Florida Classic. The Florida Classic is America's #1 HBCU football game and with an annual attendance of over 60,000 fans it is the most popular HBCU game of the year. Highlighted by the match-up of Florida A&M vs. Bethune-Cookman University, the Classic the culmination of multiple events that, in total, draw over 175,000 fans to Orlando. The Florida Classic delivers an overall economic impact of \$30,000,000.00.

The Florida Classic is the foremost multicultural sports marketing opportunity in the nation. A precise look at the demographics it delivers are highlighted below:

AGE

- § 8% 18 and under
- § 21% 19-29
- § 14% 30-39
- § 24% 40-49
- § 32% 50+

OCCUPATION

- § 15% Student
- § 13% Blue-collar business
- § 12% Teacher/Professor
- § 12% Retired
- § 11% Service/retail/hotel

CURRENT LIVING SITUATION

- § 23% Single on own
- § 23% Married with children
- § 16% Married children grown
- § 14% Single with parents

GENDER

- § 51% Male
- § 49% Female

HOUSEHOLD INCOME

- § 18% Under \$25,000
- § 26% \$25,000-\$49,000
- § 22% \$50,000-\$74,000
- § 17% \$100,000-\$199,000

COUNTY OF ORIGIN

- § 23% Orange County
- § 77% outside Orange County

SPENDING ESTIMATES

- § \$4,090,000 Accommodations
- § \$2,820,000 Restaurant & Bar
- § \$1,590,000 Retail clothing
- § \$1,300,000 Fuel, parking
- § \$1,120,000 Other entertainment

General Sports Alliances is presenting the opportunity to partner with the annual celebration as its Title Sponsor. The following pages highlight the benefits its Title Sponsor would receive.



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CATEGORY EXCLUSIVITY

Your company will be the official title sponsor of the Florida Classic and will have category exclusivity at all Florida Classic events.

SIGNAGE

Your company will receive well appointed signage at all Florida Classic events, including in-game signage that will be visible during the game's television broadcast.

- § 10 logos placements on field level stadium wrap
- § Four (4) on-field logo placements (20 yard lines)
- § Game logo at midfield
- § 18 9' x 3' stationary boards
- § 12 LED fascia board messages
- § Four (4) :30 second jumbotron spots
- § Four (4) minutes of four-corner logo placement on LED fascia board

COLLATERALS

As the title sponsor, your company will receive the following inclusion in the collaterals produced by FCS and the Florida Classic:

- § Entire back cover of game program
- § Shared creative control over front cover of program
- § Two (2) full-page color ads in game program
- § Logo on all marketing material produced by the Florida Classic
- § Game tickets
- § Game day paraphernalia

TELEVISION

The 2009 Florida Classic is currently scheduled to air on ESPN Classic. Your company will receive the following broadcast benefits:

- § Eight (8) :30 second TV spots
- § Four (4) in-game features

The Florida Classic is currently in negotiations with ABC/ESPN to upgrade the telecast to ABC Network National. This negotiation is contingent upon the game securing a title sponsor. Should the game move networks the date would effectively change to the prior weekend and would feature ESPN's College Game day broadcast. In addition to the previously listed benefits, Your company would receive incremental in-game broadcast elements including billboards, bumps, vignettes, executive interviews, etc.

INTERNET

With the addition of a title sponsor, the Florida Classic's website will be completely redesigned. Your company will share creative control with FCS over the design. Your company will also have the ability to place promotional content through elements such as splash advertising, pop-ups and banners.

ADVERTISING

The Florida Classic's initial advertising budget is currently set at approximately \$200,000. Your company will receive inclusion in all advertising media planned by FCS including radio, television and print.



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PROMOTIONS

Your company will receive promotional support and presence throughout the Florida Classic weekend of events. Specifically, your company will be entitled to the following:

- § One (1) on-field promotion during the game
- § One (1) mid-field promotion during Battle of the Bands
- § Promotional space at the Classic's pre-game tailgate event FanFare (key placement behind ESPN College Game day setup pending broadcast switch)
- § In-stadium activation space on the concourse level
- § Inclusion in all appropriate promotional activities supporting the game
- § Right to activate sponsorship through on-campus activities at both schools

MAILING LISTS

In addition to the access your company will have to the Florida Classic's database, You will also have the opportunity to conduct promotional mailings to the following:

- § "An Evening with the Presidents" Black Tie Affair attendees
- § Corporate Scholarship Luncheon attendees
- § Alumni from each school (limited to 3 mailings)

HOSPITALITY

Your company will receive the following hospitality benefits:

- § 600 premium game tickets, inclusive of two (2) club suites that accommodate 16 persons each
- § 25 VIP parking permits
- § 150 person private hospitality tent on game day in hospitality village
- § 10 sideline field access credentials
- § Performances by each school's marching band at one Your company event during the weekend
- § Two (2) reserved tables seating 10 guests each at the Corporate Scholarship Luncheon (Your company logo presence)
- § 10 invitations to kickoff reception (XYZ Company logo presence at event)
- § Two (2) tables seating 10 guests at Coaches' Luncheon (Your company logo presence at event)
- § Two (2) reserved tables accommodating 10 guests at "An Evening with the Presidents" Black Tie Affair (XYZ Company logo presence at event)
- § 25 reserved seats to the Battle of the Bands (Your company logo presence)

DIRECT BUSINESS

As the Title Sponsor of the Florida Classic, your company may have the opportunity to benefit from select direct business from both universities. Specifics TBD.



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As the Title Sponsor of the Florida Classic, your company will receive valuable recognition across a highly sought after demographic. With a comprehensive benefits package, your company will significantly benefit from an association with the popular HBCU event. The following outlines the term and fee associated with the opportunity:

TERM

3 years

FEE

\$350,000 per year with a 3% escalator beginning in year two

For questions or additional information, please contact:

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